



2018 Media Kit



For the complete media kit, visit LandscapeNetworkMediaKit.com.

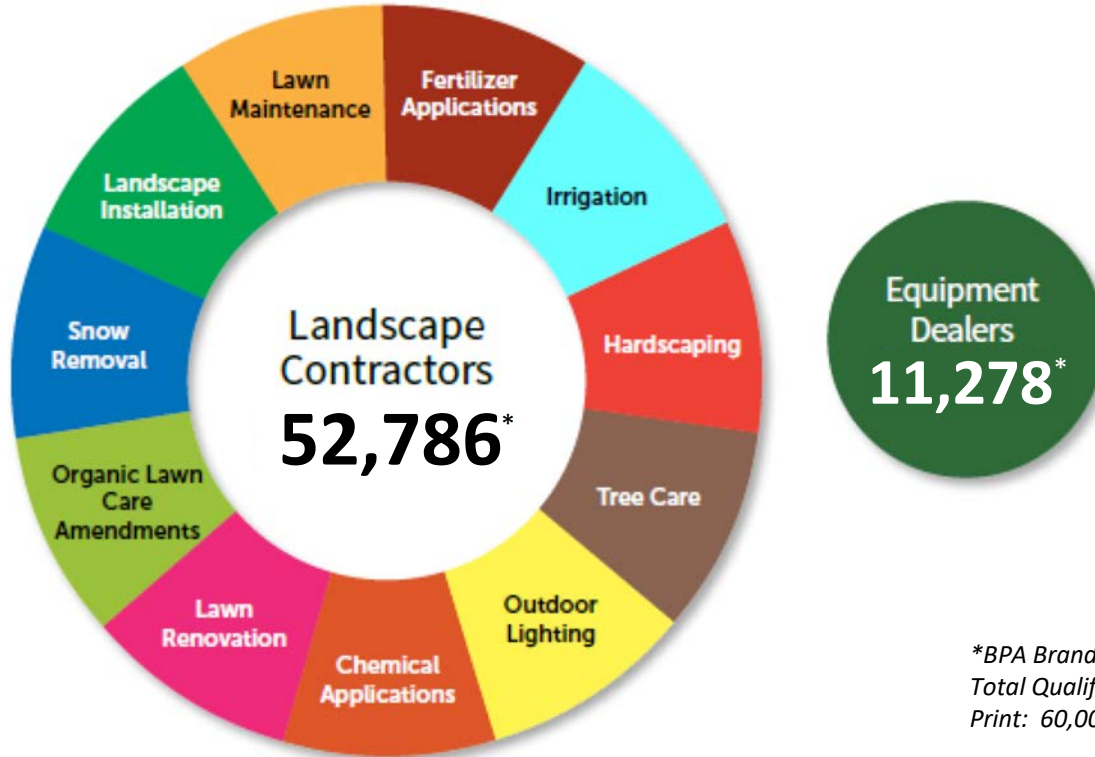
OVERVIEW

Green Industry Pros

- ▶ Keeps landscape contractors and equipment dealers on top of the latest products, trends, and business strategies to grow their businesses
- ▶ Integrated, multi-media approach through:
 - ▶ Magazine
 - ▶ Print supplements
 - ▶ Website
 - ▶ Newsletters
 - ▶ Email
 - ▶ Other marketing programs

MAGAZINE REACH YOUR IDEAL AUDIENCE

- ▶ Premier resource for **landscape contractors** and **equipment dealers**



**BPA Brand Report December 2017;
Total Qualified Circulation: 64,064
Print: 60,005; Digital: 4,059*

MAGAZINE

Print + Digital

- ▶ Seven feature-packed issues with product coverage, industry insights, business management, and profiles of contractors and equipment dealers
- ▶ **PRINT AD OPTIONS:** From display ads to belly bands, inserts, custom supplements, and more options to give your message a WOW factor
- ▶ **DIGITAL AD OPTIONS:** Display ads in digital edition, which is also emailed to our digital subscribers and a bonus list of 42,000**
- ▶ Print and digital formats
- ▶ **64,064*** qualified subscribers



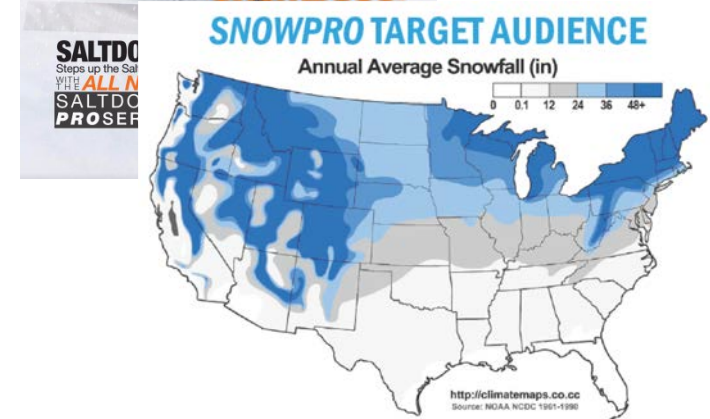
*BPA Brand Report December 2017

**Publisher's data

MAGAZINE

SnowPRO

- ▶ Reach snow removal contractors in areas with the highest snowfall
- ▶ Total circulation: **79,788***
- ▶ Published twice annually – **August and October** – when contractors are making purchase decisions
- ▶ Mailed with four leading magazines:
 - ▶ *Green Industry Pros*
 - ▶ *Equipment Today*
 - ▶ *Pavement Maintenance & Reconstruction*
 - ▶ *Concrete Contractor*
- ▶ **MARKETING OPPORTUNITIES:** Print, online, email



*Publishers data - total number of subscribers located in snow states from four BPA-audited publications: *Green Industry Pros* (31,945), *Equipment Today* (29,681), *Pavement Maintenance & Reconstruction* (9,314), *Concrete Contractor* (8,848)

MAGAZINE

Dealer Success Guide Supplement

- ▶ Business management guide for owners and managers of power equipment dealerships
- ▶ Mails with *Green Industry Pros* magazine to our dealer subscribers
- ▶ Published three times annually:
 - ▶ March
 - ▶ May/June
 - ▶ September/October
- ▶ **Bonus circulation:** Distributed at SIMA, GIE + Expo, Irrigation Show
- ▶ Available in both print and digital edition
- ▶ Total qualified circulation: 11,278*



*Publisher's data

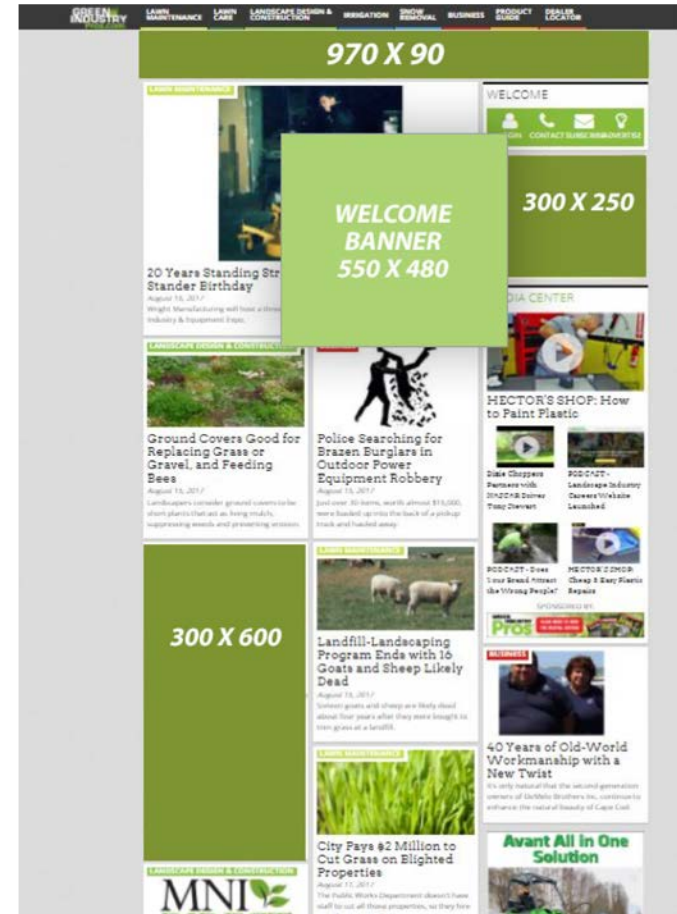
WEBSITE

GreenIndustryPros.com

- ▶ **83,625*** average unique visitors/month
- ▶ **3.37*** pages per session
- ▶ **1:51*** average session duration

ADVERTISING OPPORTUNITIES:

- ROS display advertising
- Native/sponsored content
- Product Guide category sponsorships
- Retargeting
- Video web channel
- Custom options



*Google Analytics March 2018



GreenIndustryPros.com | 800.538.5544



WEBSITE Product Guide

- ▶ **Exclusive Category Sponsorship**
- ▶ Online directory of equipment and services for the landscape industry
- ▶ Your ads will appear within your sponsored category and subcategories

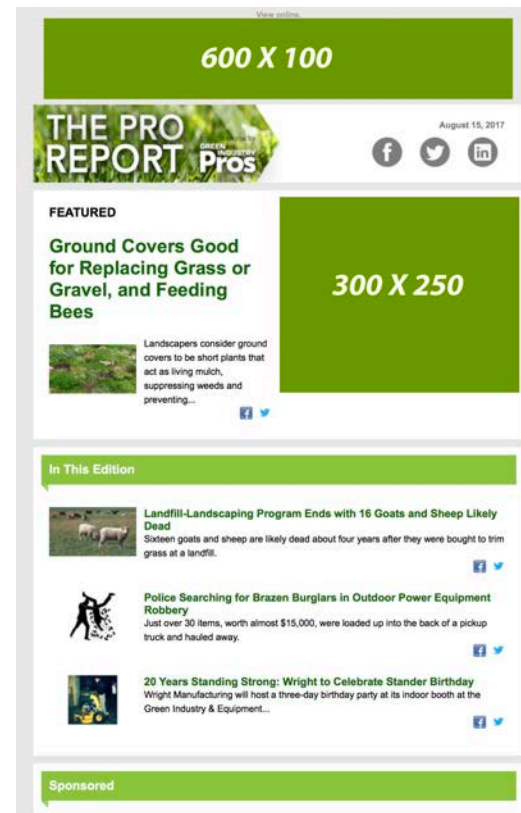


DIGITAL

Newsletters – *The Pro Report*

- ▶ Twice-weekly newsletter to subscriber list
- ▶ **34,128*** engaged subscribers
- ▶ ***The Pro Report, Special Edition*** – be the sole sponsor of this newsletter with editorial tailored to your company’s products or services

*Publisher’s data



DIGITAL

Email blasts/surveys

- ▶ Send a custom e-blast or survey to the demographics of your choice
 - ▶ Dealers or contractors
 - ▶ Contractor service type
 - ▶ Employee size
 - ▶ Annual sales volume
 - ▶ State/ZIP code
 - ▶ Job title
- ▶ **49,167*** engaged subscribers
- ▶ Sent under the *Green Industry Pros* name
- ▶ One email per day sent to the same audience
- ▶ **PRODUCT SHOWCASE:** Monthly e-blast to entire list – limited to six advertisers per blast

More online

PRODUCT SHOWCASE


BROUGHT TO YOU BY
GREEN INDUSTRY
Pros



Brave 30 Ton Log Splitter

Brave's VH17300C log splitter is designed for tough applications. Operate in either the vertical or horizontal position for versatile use. Powered by a 189cc Honda GC190 engine it accepts logs up to 25-inches long, has auto return, a 14-second cycle time and can be towed at up to 45 mph. Optional engine guard, fender kit and log splitter cover available.

www.braveproducts.com




JRCO's New Spot Sprayer

JRCO's new spot sprayer allows you to spot spray weeds from the comfort of your mower – don't lug a backpack sprayer. The 6-gallon capacity tank and momentary spray switch allow for an instant spray to make weed elimination efficient. Available with or without optional wand that allows spraying along edging or fence lines. Unit attaches to the JRCO front mount system with just four clevis pins.

www.jrcoinc.com



Jrco
Manufacturing Advancements
for Commercial Mowers



Finally, DEFLECTOR-FREE spreading!

The EarthWay® SideSpred-Control™ is a new innovation that eliminates the need for a side deflector, which can adversely affect your application rate. The SideSpred-Control™ maintains the correct application rate while it is activated, giving you excellent application results while controlling the spread pattern on the left side of the spreader. The SideSpred-Control™ is an EarthWay® exclusive.

EarthWay F80S w/SideSpred Control



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*Publisher's data

2018 DIGITAL AD SIZES & SPECS

WEBSITE DISPLAY ADS – Run of site	RATES
Welcome Ad (550 x 480)	See your sales rep for pricing
Super Leaderboard (970 x 90, 728 x 90, 300 x 50)	
Medium Rectangle (300 x 250)	
Half Page (300 x 600)	
Wallpaper Ad (all channels except Product Guide)	

EMAIL BLASTS/SURVEYS	RATES
2,000 names	\$500
5,000 names	\$1,000
7,000 names	\$1,250
10,000 names	\$1,500
12,000 names	\$1,750
15,000 names	\$2,000

PRODUCT SHOWCASE: Monthly e-blast
\$900 net/per edition
\$500 net/per edition with print schedule
 Limited to six advertisers per blast!

NEWSLETTER	RATES
The Pro Report – twice-weekly	
600 x 100	\$950 net/week
300 x 250	\$950 net/week
Product Sponsorship w/description	\$550 net/week
Video Lead Gen Text Ad	\$1,545 net/week
The Pro Report, Special Edition – custom date	
Exclusive Sponsorship	\$3,500 net/edition

PRODUCT GUIDE – GreenIndustryPros.com	SPECS
Super Leaderboard	970 x 90 px
Leaderboard	728 x 90 px
Half Page	300 x 600 px
Medium Rectangle	300 x 250 px
Mobile Leaderboard	300 x 50 px

Complete **technical specs** are available at LandscapeNetworkMediaKit.com.



2018 PRINT AD SIZES & SPECS

	LIVE AREA	BLEED	TRIM	1X	3X	7X
Full Page Spread	14.75" x 10.25"	16" x 11"	15.75" x 10.75"	\$13,600	\$13,000	\$12,500
Full Page	7.375" x 10.25"	8.125" x 11"	7.875" x 10.75"	\$7,820	\$7,545	\$7,265
2/3 Page	4.5625" x 10"			\$5,500	\$5,125	\$4,750
1/2 Page Std.	4.5625" x 7.375"			\$4,000	\$3,700	\$3,500
1/2 Page Horiz.	7" x 4.875"			\$4,000	\$3,700	\$3,500
1/2 Page Vert.	3.375" x 10"			\$4,000	\$3,700	\$3,500
1/3 Page Std.	4.5625" x 4.875"			\$3,000	\$2,700	\$2,200
1/3 Page Vert.	2.1875" x 10"			\$3,000	\$2,700	\$2,200
1/4 Page Premium Positions: Contact publisher	3.375" x 4.875"			\$2,500	\$2,100	\$1,835

Demographic rates available, inquire within



2018 EDITORIAL CALENDAR

For ad sizes & specifications, please visit our media kit at landscapenetworkmediakit.com.



	JANUARY/ FEBRUARY	MARCH	APRIL	MAY/JUNE	JULY/AUGUST	GIE+EXPO ISSUE SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
Advertising Close	1/12/18	2/9/18	3/14/18	5/9/18	7/12/18	9/6/18	11/7/18
Materials Due	1/18/18	2/14/18	3/19/18	5/14/18	7/17/18	9/11/18	11/12/18
Special Focus	Zero-turn mower innovation	Comfort & ergonomics on zero-turn mowers	Engines	Landscape installation & construction	Where's my truck? The latest in GPS	Robotic mowers & the talent shortage	Equipment storage & theft prevention
Contractor Profile	Successful landscape contractors discuss employee relations, business techniques and the equipment used on the job.						
Dealer Profile	Successful dealerships discuss business techniques and the equipment they carry.						
Supplier Profile	Suppliers discuss the features and benefits of equipment, as well as outdoor power equipment trends.						
Beyond the Blade: Industry Insight	Employee retention	Mulch	Marketing strategies for contractors	Safety	Energy efficiency	Marketing strategies for dealers	Handling difficult customers
Departments	<ul style="list-style-type: none"> The Dirt: Industry News What's on My Trailer? Cutting-Edge Business 	<ul style="list-style-type: none"> The Dirt: Industry News What's on My Trailer? Cutting-Edge Business 	<ul style="list-style-type: none"> The Dirt: Industry News What's on My Trailer? Cutting-Edge Business 	<ul style="list-style-type: none"> The Dirt: Industry News What's on My Trailer? Cutting-Edge Business 	<ul style="list-style-type: none"> The Dirt: Industry News What's on My Trailer? Cutting-Edge Business 	<ul style="list-style-type: none"> The Dirt: Industry News What's on My Trailer? Cutting-Edge Business 	<ul style="list-style-type: none"> The Dirt: Industry News What's on My Trailer? Cutting-Edge Business
Maintenance Equipment	<ul style="list-style-type: none"> Sprayers & spreaders Handheld & battery-operated equipment 	<ul style="list-style-type: none"> Walk-behind mowers Trimmers, edgers & brush cutters 	<ul style="list-style-type: none"> Belts & blades Fuel additives 	<ul style="list-style-type: none"> Software & technology Attachments 	<ul style="list-style-type: none"> Trucks & trailers Debris handling & blowers 	<ul style="list-style-type: none"> GIE+EXPO preview Aerators 	<ul style="list-style-type: none"> GIE+EXPO highlights Irrigation Show highlights
Construction Equipment	Skid steers	Utility vehicles	Excavators	Track loaders	Compact wheel loaders	Trenchers & tillers	GIE+EXPO highlights
Lawn Care	Fertilizer	Herbicide	Fungicide	Insecticide	Organic alternatives	GIE +EXPO preview	GIE+EXPO highlights
Supplements		 <small>(addresses outdoor power equipment dealership-specific issues)</small>			 <small>(addresses snow and ice removal-specific topics)</small>		
Bonus Distribution & Marketing Opportunities				Snow & Ice Management Association (SIMA)	Ad effectiveness study	<ul style="list-style-type: none"> The Green Industry & Equipment Expo (GIE+EXPO) Irrigation Show 	

Dates and topics are subject to change.

Eric Servais, Publisher
eservais@ACBusinessMedia.com
 800.538.5544, ext. 1244



TERMS & CONDITIONS

Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

Terms and commissions

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/ or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

Contract cancellation

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Publisher will not be bound by conditions, printed or otherwise, appearing in ad order or copy instructions when such conditions conflict with Publisher's stated policies. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

Protective clauses

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

Inserts

Contact the media production rep for specifications.

Covers and special position requests

Guaranteed position is available for an additional charge. Back cover (4) is an additional charge of 25%. Covers 2 and 3 are an additional charge of 20% of earned rate. All other guaranteed positions will incur a 15% surcharge. We will not be bound by conditions or terms appearing in ad order when such conditions conflict with our stated policies.

How to create your files:

Preferred file format: PDF X/1a

Ads should be CMYK, high-res and created to correct ad size dimensions, including bleed. Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDFs.

How to get your files to us:

For files smaller than 10MB in size:

Email – Cindy Rusch, Senior Production Manager
crusch@ACBusinessMedia.com
800-538-5544 ext. 1240

For files larger than 10MB:

1. Go to www.hightail.com/u/acbm
2. Drag and drop file(s) to upload.
3. In the subject field, include magazine or brand, issue date, other identifying information.
4. Click "Send." Ads should be created to correct ad size dimensions including bleed.

For updated information throughout the year, visit LandscapeNetworkMediaKit.com or contact your sales representative at **800-538-5544**.



LEAD GENERATION

Fill your prospect funnel

- ▶ Ad & Brand Surveys
- ▶ Commissioned Special Report
- ▶ Custom Content, Publication, E-Book
- ▶ Event Marketing
- ▶ Native Advertising/Content Marketing
- ▶ Retargeting
- ▶ Sponsored Website Channel
- ▶ Product Guide
- ▶ Public Relations
- ▶ Social media
- ▶ Target marketing
- ▶ Video Promotion & Production
- ▶ Video Channel Sponsorship
- ▶ Webinars
- ▶ White Papers

REPORTS

State-of-the-art reporting tools

- ▶ **Engagement Report:** Measures exposure and consumption of your messaging on our digital platform with competitive comparison
- ▶ **Third-Party Email Report:** Number of emails delivered, opened and clicked, as well as other deployment details.
- ▶ **Lead Report:** Summary lead report for the Product Guide, webinars, white papers and other programs that require registration
- ▶ **Web Ad Report:** Number of impressions and clicks your ad received
- ▶ **Custom reports**

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